



DATE: October 27, 1997

TO: Distribution

SUBJECT: PARLIAMENT LIGHTS KINGS BOX - Section 24 Performance Week Ending 10/11/97

Attached are the weekly flash reports for the Parliament Lights Kings Box expansion in Section 24 for the week ending 10/11/97. Key findings are summarized below.

#### Share

Share for Parliament Lights KSB was relatively stable (- .04) at .45% during the week ending 10/11/97, maintaining the 0.5% share goal set for AOC in Section 24. Share was relatively unchanged in supermarkets, while a slight decline was seen in C-stores (- .09). Similarly, these stable share levels for KSB were reflected for total Parliament (- .03) in AOC, while share for total Parliament also declined (- .10) in C-stores. Since the packing's expansion, KSB has grown .24 share points in AOC and .31 share points in C-stores, while very slight share growth has been reported in supermarkets (+ .08).

Share in stores stocking KSB fell slightly (- .07), driven by share declines in C-stores (- .11) for the week ending 10/11/97.

Shares of OPB's in Section 24 grew dramatically again (+ .32) in AOC based on Virginia Slims (+ .30) and Benson & Hedges (+ .17) increases in supermarkets this period. Shares of total OPB's in C-stores were relatively stable (- .05) during the week.

#### Distribution

Similar to the prior week, distribution of the KSB packing declined slightly in C-stores (- 3.0), while increasing slightly in supermarkets (+ 2.0). Distribution of the packing remains in approximately two-thirds of C-stores (63%) and supermarkets (71%).

#### Causal

For the week ending 10/11/97, declines in overall causality in C-stores (- 2.7) nearly offset the gains seen during the prior period. These declines were driven by decreases (- 2.7) in both the June B1G1F and July 50¢ off two-pack offers. In supermarkets, overall causality rose slightly (+ .61). Based on these shifts, overall causality is now in nearly one in six C-stores (16.2%) and one in ten supermarkets (9.7%).

#### Pricing

The pack price gap between Parliament KSB and OPB's was 13¢ in C-stores (vs. 15¢ during the prior period), while remaining at parity, on average, in supermarkets during the week ending 10/11/97.

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Distribution:

NYO

M. Anton  
J. Bonhomme  
S. Fuller  
A. Goldfarb  
B. Iler  
L. Johnson  
S. LeVan  
C. Levy  
J. Mortensen  
P. Nebosky  
B. Neidle  
A. Sinha  
L. Steen  
S. Subramanian  
M. Waldman  
B. Weinstein  
R. Whalen

Florida

S. Caldwell (Heathrow 407-333-1613)  
A.B. Campbell (Pensacola 904-479-3268)  
W. Cashion (Heathrow 407-333-1613)  
J. Clary  
P. Egan (Tampa 813-621-2231)  
J. Margolis (Deerfield Beach 954-698-0074)  
F. Messenger (Heathrow 407-333-1613)  
G. Wren (Jacksonville 904-737-5065)

Y & R (212-210-5460)

B. Hartnett  
K. McCloskey  
L. Schwed

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**PARLIAMENT LIGHTS KING SIZE BOX FLASH REPORT**  
**PM SECTION 24**

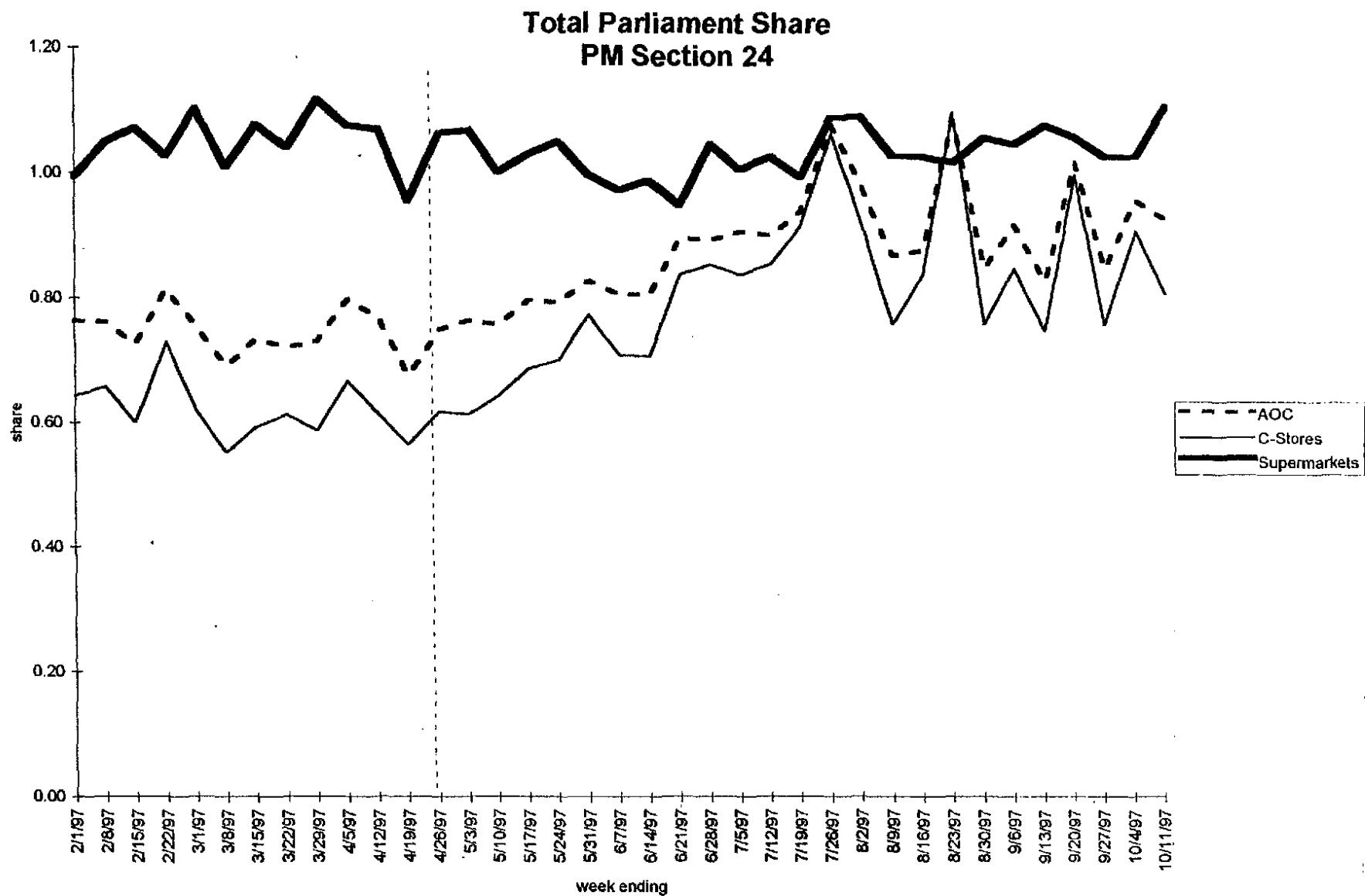
Week Ending 10/11/97

	AOC*				Supermarkets				C-Stores			
	Wk Ending 10/11/97	Diff. vs. Week Ago	Diff vs. 4/26/97	Cum Since 5/3/97	Wk Ending 10/11/97	Diff. vs. Week Ago	Diff vs. 4/26/97	Cum Since 5/3/97	Wk Ending 10/11/97	Diff. vs. Week Ago	Diff vs. 4/26/97	Cum Since 5/3/97
<b>Share</b>												
<b>Total Parliament</b>	0.93	-0.03	0.17	0.89	1.11	0.08	0.05	1.03	0.81	-0.1	0.19	0.82
Kings Box	0.45	-0.04	0.24	0.44	0.42	0.01	0.08	0.36	0.44	-0.09	0.31	0.46
Kings Soft	0.18	0.01	-0.03	0.15	0.19	0.05	0.00	0.17	0.16	0.02	-0.05	0.14
100's	0.33	0.01	-0.03	0.31	0.50	0.02	-0.03	0.51	0.21	-0.02	-0.07	0.22
<b>Share in Stores Stocking</b>												
<b>Total Parliament</b>	1.12	-0.01	0.17	1.07	1.15	0.06	0.02	1.11	1.03	-0.09	0.21	0.98
Kings Box	0.72	-0.07	0.08	0.74	0.62	0.02	0.05	0.55	0.75	-0.11	0.17	0.77
Kings Soft	0.34	0	0.01	0.32	0.29	0.04	-0.01	0.28	0.45	0.02	0.09	0.37
100's	0.5	0.03	-0.01	0.45	0.58	0.03	-0.01	0.58	0.38	-0.01	-0.08	0.38
<b>Other OPB Share</b>												
<b>Total</b>	9.61	0.32	0.28	9.09	12.8	0.44	0.61	12.19	7.75	-0.05	-0.11	7.68
Merit	2.07	0.07	-0.21	2.09	2.88	-0.03	-0.01	2.62	1.69	0	-0.37	1.88
Virginia Slims	3.41	0.05	0.18	3.12	4.41	0.3	0.29	4.1	2.91	-0.12	0.18	2.7
Benson & Hedges	4.13	0.2	0.3	3.88	5.71	0.17	0.33	5.47	3.15	0.07	0.08	3.1
<b>Key Competitive Brand's Share</b>												
Marlboro	33.9	-1.58	-2.09	36.13	30.43	-0.61	-0.93	30.53	34.73	-2.01	-2.28	37.46
Camel	4.52	0.54	0.47	4.22	2.47	0.06	0.1	2.44	5.43	0.76	0.57	5.03
Winston	5.97	-0.1	0.42	5.95	6.35	-0.09	-0.23	6.71	5.79	-0.15	0.55	5.75
Newport	5.39	0.32	0.49	4.99	4.06	0.13	0.3	4.05	6.08	0.34	0.62	5.44
Lucky Strike	0.19	0	-0.01	0.18	0.25	0.04	0.02	0.25	0.18	0.02	0.01	0.15
Total Discount	26.14	0.62	0.59	25.22	21.26	0.66	0.88	21.16	27.8	0.85	0.24	26.61
<b>Distribution</b>												
<b>Total Parliament</b>	NA			NA	95	1	3	95	84	-2	8	90
Kings Box	NA			NA	71	2	10	72	63	-3	22	74
Kings Soft	NA			NA	64	6	3	64	46	2	-13	62
100's	NA			NA	83	-3	-5	83	65	-2	8	77
<b>% Causal - Kings Box</b>												
<b>Total</b>	NA			NA	9.65	0.61	NA	NA	16.22	-2.7	NA	NA
B1G1F w/Hologram pack	NA			NA	3.64	-0.48	NA	NA	5.41	-2.7	NA	NA
\$ .50 off 2-pack	NA			NA	4.92	1.09	NA	NA	10.81	-2.71	NA	NA
<b>Price Gap vs Selected OPB - Pack</b>												
<b>Total Parliament</b>	NA			NA	\$ -	NA	NA	NA	\$ -	NA	NA	NA
Kings Box	NA			NA	\$ -	NA	NA	NA	\$ 0.13	NA	NA	NA
Kings Soft	NA			NA	\$ -	NA	NA	NA	\$ -	NA	NA	NA
100's	NA			NA	\$ -	NA	NA	NA	\$ -	NA	NA	NA
<b>Price Gap vs Selected OPB - Carton</b>												
<b>Total Parliament</b>	NA			NA	\$ -	NA	NA	NA	NA	NA	NA	NA
Kings Box	NA			NA	\$ -	NA	NA	NA	NA	NA	NA	NA
Kings Soft	NA			NA	\$ -	NA	NA	NA	NA	NA	NA	NA
100's	NA			NA	\$ -	NA	NA	NA	NA	NA	NA	NA

Source: Nielsen Projected Store Level Data

\*AOC includes Supermarkets, Convenience Stores, Drug Stores, and Mass Merchandisers. The latter two are not shown due to small base sample

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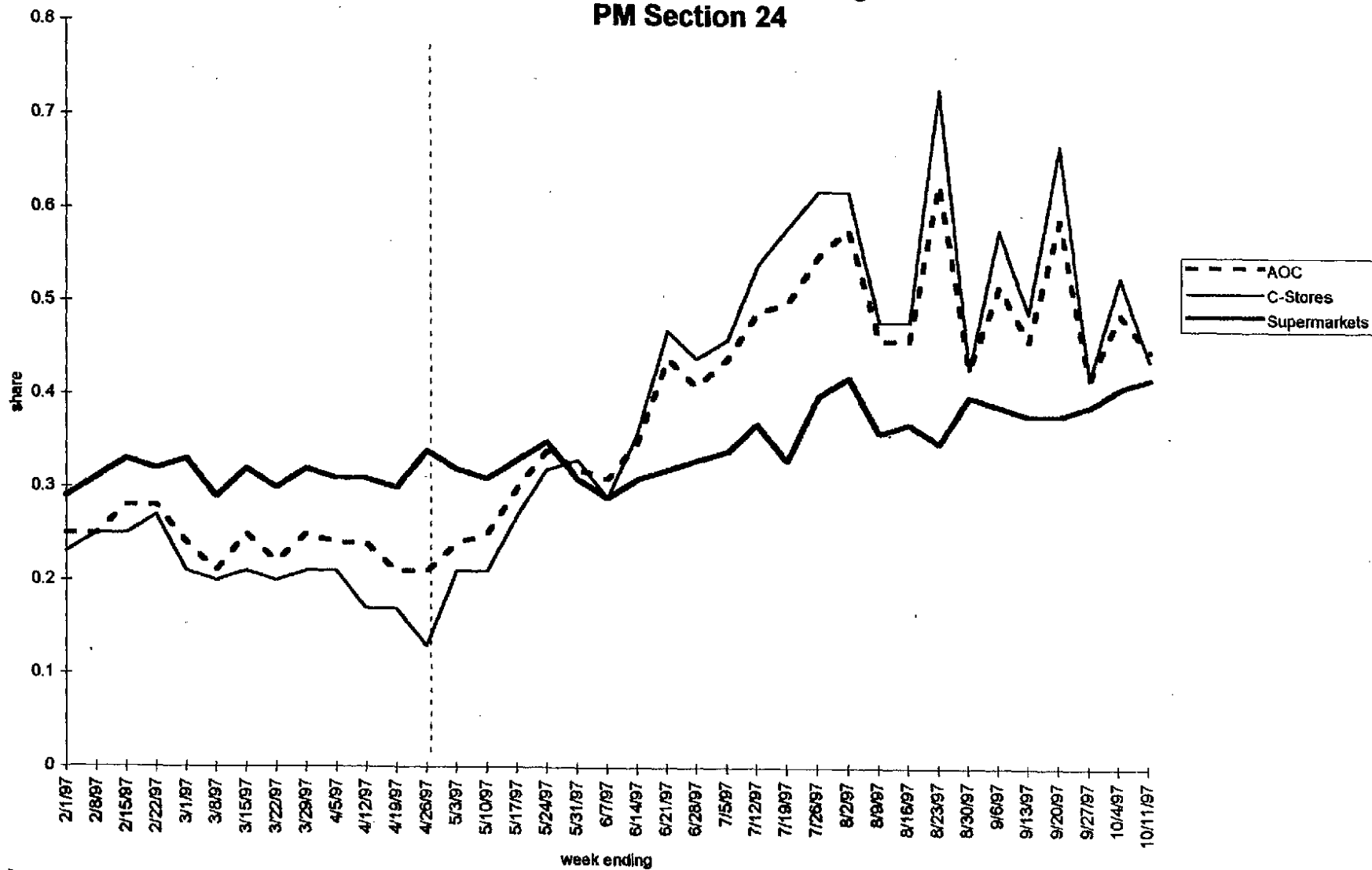


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Source: Nielsen Projected Store Level Data

Note: AOC includes Supermarkets, C-Stores, Drug Stores, and Mass Merchandisers; the latter two are not shown due to small base sizes

# Total Share Parliament Lts Kings Box PM Section 24

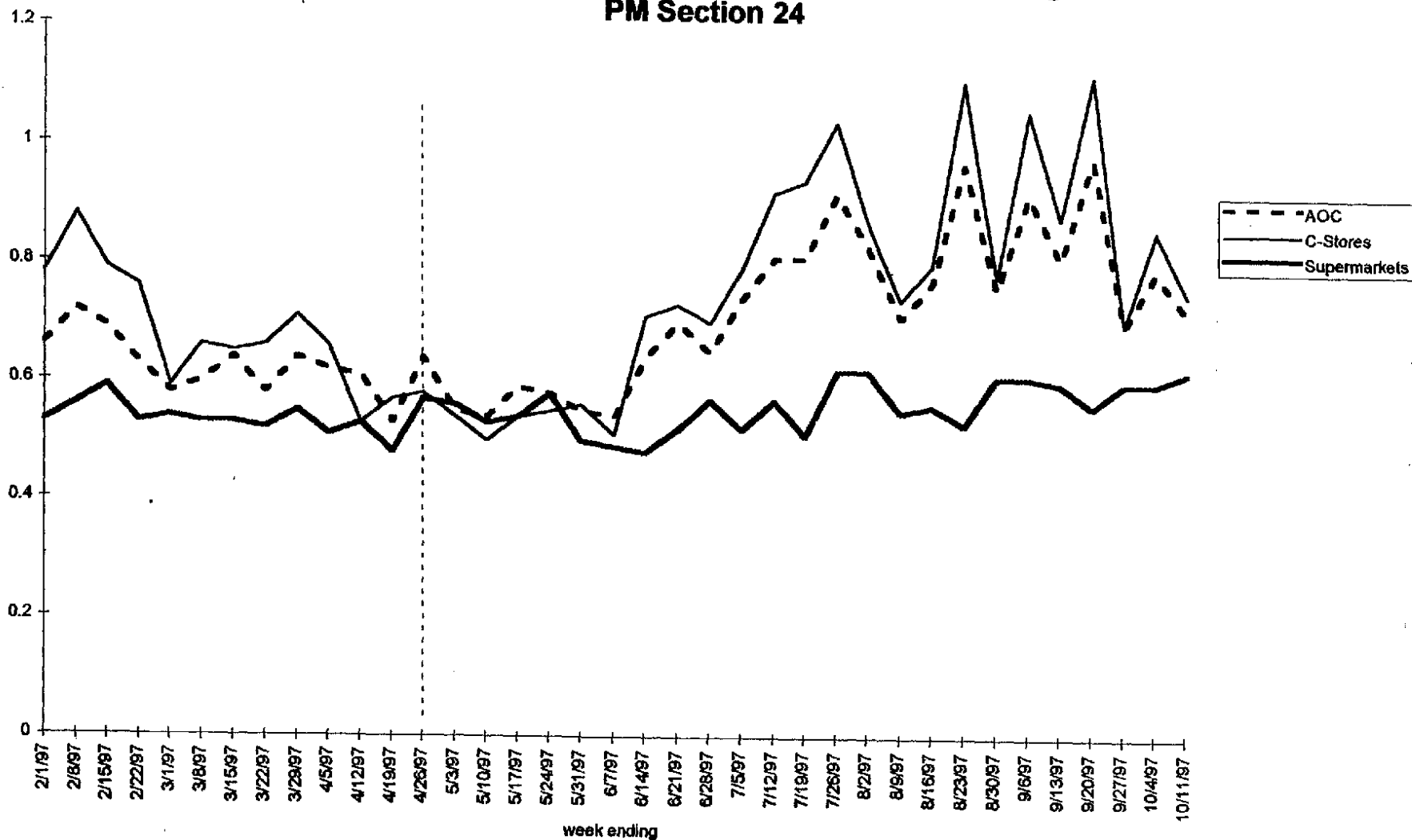


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Source: Nielsen, Projected Store Level Data

Note: AOC includes Supermarkets, C-Stores, Drug Stores, and Mass Merchandisers; the latter two are not shown due to small base sizes

# Parliament Lts Kings Box Share in Stores Stocking PM Section 24

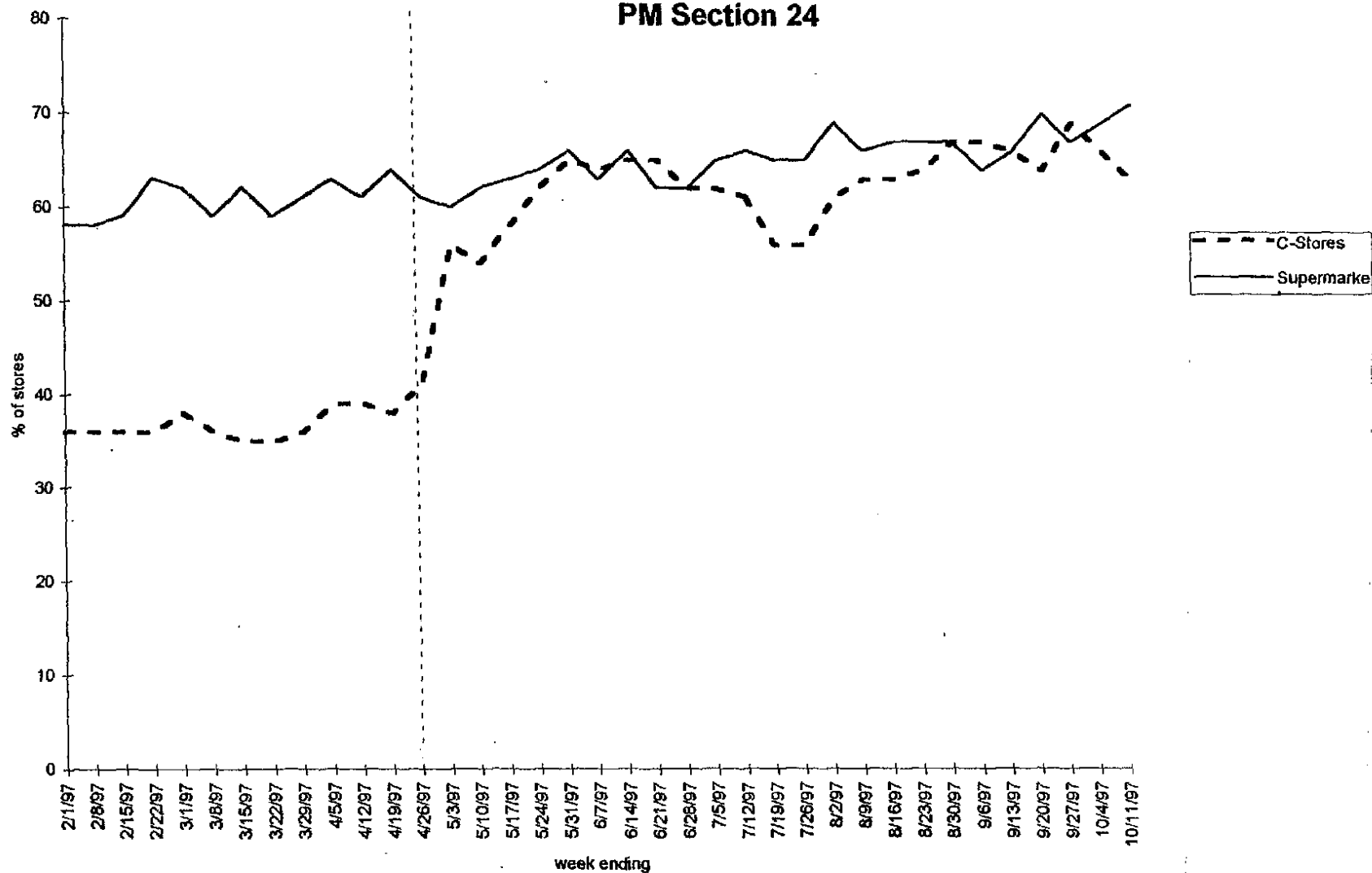


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Source: Nielsen Projected Store Level Data

Note: AOC includes Supermarkets, C-Stores, Drug Stores, and Mass Merchandisers; the latter two are not shown due to small base sizes

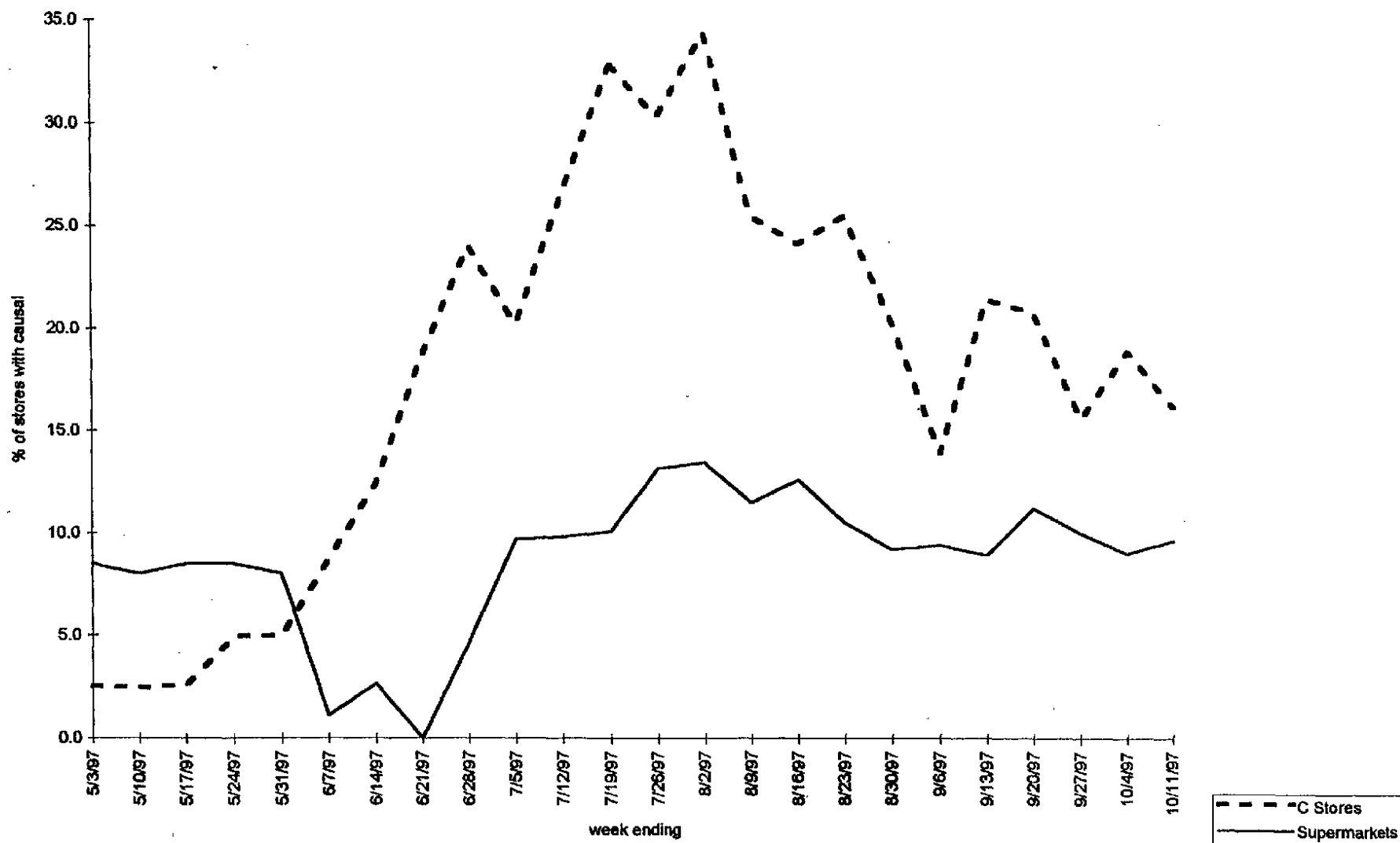
# Parliament Lts Kings Box Distribution PM Section 24



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Source: Nielsen Projected Store Level Data

# Parliament Lts Kings Box % Causal PM Section 24



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Source: Nielsen Projected Store Level Data